



# BROKERS WEEKLY

June 25, 2008

## LIVING SPACE



The apartments vary from one bedrooms starting at \$950,000 up to more than \$6 million for a penthouse unit (pictured).

## Developer homes in on West SoHo

### *The Renwick stakes its claim in middle of downtown hot spot*

for a location in an enclave that's steps from the Hudson River with all that Manhattan has to offer, all while being convenient to transportation.

Located on a one-block street, The Renwick, at 15 Renwick St., will feature 44 units spread across 12 stories, one-of-a-kind amenities and technologically-advanced living. Among the amenities being offered to residents are: a library with an exclusive affiliation with high-end book publisher, Taschen, a world class boxing and fitness gym, a sky lit 50-foot lap pool and underground private parking and valet service.

### West SoHo is becoming the living destination of choice in Manhattan.

— HARRY JEREMIAS

and One Central Park at Time Warner Center, among others — designed The Renwick with a glass curtain wall that will not only be complimentary to the eye and the neighborhood aesthetic, but also to the environment. The energy efficient quadruple-cavity curtain wall will make the building nearly 40% more efficient than required by New York City code.

Katzen said she's seeing interest from a wide mix of potential buyers, ranging from artists, to families, to those in the financial sector, and had a

healthy waiting list just a week after the building's launch.

In addition to all of the extra perks being offered by The Renwick, Katzen said that people are also impressed by the quality features in the units. Apartments will include ceiling heights of at least 10-feet, 8-foot wide European volcanic oak floors and all the top-of-the-line appliances and fixtures.

"It makes you feel like you're in a home," she said.

By MAGGIE HAWRYLUK

Fresh off their Jasper condominiums project in Murray Hill, developer Harry Jeremias and his partners are heading to West SoHo and laying another bet that they're ahead of the crowd in the next New York hot spot.

Stemming from the popularity of SoHo, the area of West SoHo — specifically Renwick Street — is tipped to become the next neighborhood to catch the eye of discerning buyers, and The Renwick is one project that's paving the way.

Jeremias, principal of The Harch Group and a partner in PHH Realty

Group — an entity he formed with Francisco Pujol and Henry Orlinsky to develop residential projects — said, "West SoHo is becoming the living destination of choice in Manhattan, due to its exclusive location and close proximity to leading art galleries and a number of the area's most popular restaurants and retail locations."

Prudential Douglas Elliman's Frances Katzen, exclusive broker for The Renwick, couldn't agree more.

"This neighborhood has now earned its own stripes. Everyone wants a piece of it," she said.

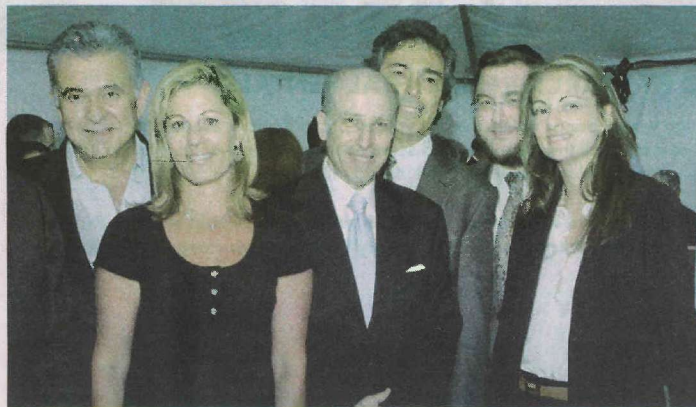
That's why the developers opted

The apartments themselves — which vary from one bedrooms starting at \$950,000 up to more than \$6 million for the penthouse units — will provide residents with a home automation system that can control the home's lighting, temperature and more, in addition to providing access to such building services as the concierge, valet parking and library. To provide even more convenience for residents, all of these features can also be accessed through a resident's cell phone. Also, all of the apartments will come pre-wired for custom-made Bang & Olufsen audio-visual systems, which will include a speaker, LCD TV and music system.

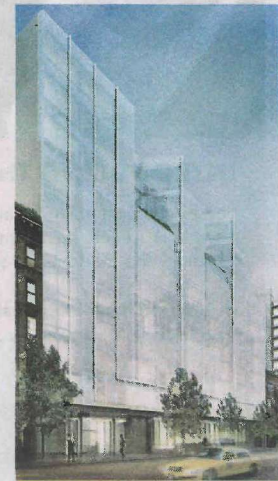
"It really pops," said Katzen. "This is not your cookie-cutter building."

The ingenuity of the building's design can be credited both to the developers and acclaimed architect, Ismael Leyva, with whom PHH also worked on The Jasper.

Leyva — who has lent his expertise to such projects as Riverhouse, 101 Warren Street



Pictured at last week's launch party for The Renwick are, l-r: Francisco Pujol, Karen Mansour, Henry Orlinsky, Ismael Leyva, Harry Jeremias and Frances Katzen.



Ismael Leyva has designed the all-glass, eco-friendly The Renwick sits on a one-block street.